

## ORDER



**Orders**  
**Order / Rev:** 165716  
**Alt Order #:** 06848535  
**Product Desc:** NRCC IE 2012  
**Estimate:** 2967  
**Flight Dates:** 09/28/12 - 10/04/12  
**Original Date / Rev:** 08/30/12 / 08/30/12  
**Order Type:** GENERAL

## KSTP-TV, LLC and KSAX-TV

**Primary AE:** Anjie Brady  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** National Media Research Planning & F  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Ln  
 Alexandria, VA 22314-1219

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRCC (Rep) National Republican Con  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** 3  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 10/14/11  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	14	\$17,300.00	\$14,705.00
10/01/12	10/04/12	25	\$25,100.00	\$21,335.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$17,300.00	\$14,705.00	45.50
October 2012	25	\$25,100.00	\$21,335.00	62.80
<b>Totals</b>	<b>39</b>	<b>\$42,400.00</b>	<b>\$36,040.00</b>	<b>108.30</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	24%	\$42,400.00
Market	100%	\$176,666.67

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	19%	\$33,566.67
KMSP	10%	\$17,666.67
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	45%	\$79,500.00
WFTC	2%	\$3,533.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	09/28/12	09/28/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	----F--	:30	1	\$500.00	1	2.40	NM	1	\$500.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			1			\$500.00		2.40			
E 2	M	10/01/12	10/01/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	1	\$500.00	1	2.40	NM	1	\$500.00



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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	M	10/03/12	10/03/12	M-F Midday News M-F Midday News	CM	11a-12p	--W----	:30	1	\$350.00	1	1.40	NM	1	\$350.00
				5 EW NWS 11AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$350.00		1.40			
E 15	M	10/01/12	10/01/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$700.00	1	2.20	NM	1	\$700.00
				5 EW NW 5P MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$700.00		2.20			
E 16	M	09/28/12	09/28/12	M-F 6-630p M-F 6-630p	CM	6-630p	----F--	:30	1	\$1,000.00	2	2.50	NM	1	\$1,000.00
				5 EW NW 6P MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$1,000.00		2.50			
E 17	M	10/01/12	10/01/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,000.00	2	2.50	NM	1	\$1,000.00
				5 EW NW 6P MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$1,000.00		2.50			
E 18	M	10/02/12	10/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	-T-----	:30	1	\$1,000.00	2	2.50	NM	1	\$1,000.00
				5 EW NW 6P MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$1,000.00		2.50			
E 19	M	10/03/12	10/03/12	M-F 6-630p M-F 6-630p	CM	6-630p	--W----	:30	1	\$1,000.00	2	2.50	NM	1	\$1,000.00
				5 EW NW 6P MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$1,000.00		2.50			
E 20	M	10/04/12	10/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	---T---	:30	1	\$1,000.00	2	2.50	NM	1	\$1,000.00
				5 EW NW 6P MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$1,000.00		2.50			
E 21	M	09/30/12	09/30/12	Su 530-6p Su 530-6p News	CM	530-6p	-----S	:30	1	\$900.00	1	3.70	NM	1	\$900.00
				5 EW NWS E-SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$900.00		3.70			
E 22	M	09/28/12	09/28/12	M-F 630-7p M-F 630-7p	CM	630-7p	----F--	:30	1	\$1,000.00	2	2.40	NM	1	\$1,000.00
				5 EW NW630P MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$1,000.00		2.40			
E 23	M	10/01/12	10/01/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-----	:30	1	\$1,000.00	2	2.40	NM	1	\$1,000.00
				5 EW NW630P MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$1,000.00		2.40			
E 24	M	10/02/12	10/02/12	M-F 630-7p M-F 630-7p	CM	630-7p	-T-----	:30	1	\$1,000.00	2	2.40	NM	1	\$1,000.00
				5 EW NW630P MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$1,000.00		2.40			
E 25	M	10/03/12	10/03/12	M-F 630-7p M-F 630-7p	CM	630-7p	--W----	:30	1	\$1,000.00	2	2.40	NM	1	\$1,000.00
				5 EW NW630P MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----					1	\$1,000.00		2.40			
E 26	M	10/04/12	10/04/12		CM	630-7p	---T---	:30	1	\$1,000.00	2	2.40	NM	1	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 630-7p M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---				1	\$1,000.00		2.40			
E 27	M	10/02/12	10/02/12	Tue Spcl 6 Dancing Results Show	CM	7-9p -T-----	:30	1	\$3,500.00	2	7.00	NM	1	\$3,500.00
				DANC-STR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$3,500.00		7.00			
E 28	M	09/28/12	09/28/12	Friday Prime A Shark Tank	CM	7-8p ----F--	:30	1	\$1,500.00	1	2.80	NM	1	\$1,500.00
				SHARK TANK										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,500.00		2.80			
E 29	M	09/29/12	09/29/12	7-1030p College FB ABC College Football	CM	7-1030p -----S-	:30	1	\$2,000.00	1	3.00	NM	1	\$2,000.00
				SAT NT FTB										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$2,000.00		3.00			
E 30	M	09/30/12	09/30/12	Sunday Prime A America's Funniest Home Videc	CM	6-7p -----S	:30	1	\$3,500.00	3	6.40	NM	1	\$3,500.00
				AMR-VIDEOS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$3,500.00		6.40			
E 31	M	09/28/12	09/28/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p ----F-- (10:00 PM-10:35 PM)	:30	1	\$2,300.00	1	3.60	NM	1	\$2,300.00
				5 EW NWS 10PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$2,300.00		3.60			
E 32	M	10/01/12	10/01/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p M-----	:30	1	\$2,300.00	1	3.60	NM	1	\$2,300.00
				5 EW NWS 10PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$2,300.00		3.60			
E 33	M	10/02/12	10/02/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p -T-----	:30	1	\$2,300.00	1	3.60	NM	1	\$2,300.00
				5 EW NWS 10PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$2,300.00		3.60			
E 34	M	10/03/12	10/03/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p --W----	:30	1	\$2,300.00	1	3.60	NM	1	\$2,300.00
				5 EW NWS 10PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----				1	\$2,300.00		3.60			
E 35	M	09/29/12	09/29/12	Lt News Delay ABC Spo Late News Delayed	CM	1030-1105p -----S-	:30	1	\$750.00	2	3.30	NM	1	\$750.00
				NWS FOLO FTBL										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$750.00		3.30			
E 36	M	09/30/12	09/30/12	Su Late News Su 10-1035p	CM	10-1035p -----S	:30	1	\$1,800.00	1	4.40	NM	1	\$1,800.00
				5 EW NWS 10PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$1,800.00		4.40			
E 37	M	10/01/12	10/01/12	M-F 1035-1102p Nightline	CM	1035-1102p M-----	:30	1	\$750.00	3	2.00	NM	1	\$750.00
				ABC-NITELINE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$750.00		2.00			
E 38	M	10/03/12	10/03/12		CM	1035-1102p --W----	:30	1	\$750.00	3	2.00	NM	1	\$750.00

**KSTP-TV, LLC and KSAX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1035-1102p											
ABC-NITELINE				Nightline		(10:35 PM-11:05 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	--W----		1		\$750.00		2.00					
E 39	M	09/30/12	09/30/12	Su 1105-1135p	CM	1105-1135p	-----S	:30	1	\$350.00	1	1.80	NM	1	\$350.00
				Sun 1105-1135p											
ON RD-J DAVIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S		1		\$350.00		1.80					
													Totals	39	\$42,400.00